

March 3, 2004

Assistant Commissioner of Patents
Washington, DC 20231

PROTEST UNDER 37 CFR 1.291(a)

Re: System and method for providing a dynamic
advertising content window within a windows-based content
manifestation environment provided in a browser

US File # **20020049633** Filed: 3/19/2001

Sirs:

Recently I found the above referenced patent filing and believe this filing has
NOT issued in the U.S. The US File # is **20020049633**

I am voicing an objection as a concerned third party and as a U.S. Citizen. The patent filing describes at great length an advertising delivery system dependent upon a database maintained at the client level. The inventor refers to a traditional client/server system as a "dynamic advertising content manifestation" presumably residing in a PC that is connected to the internet or other electronic communication system. (Claim 5) Within this system, he builds databases containing a plurality of advertisements (content) (Claim 10) dynamically retained at the client terminal and triggered by voluntary user actions. The system is described in paragraphs (0010) (0011) (0049) (005) and others.

The abstract reads in part, "System and method for providing a dynamic advertising content manifestation window within a windows based content manifestation environment provided within a web browser. The system and method include and involve a server system configured to transmit a software system and data related to a advertising content source via an electronic data network."

Relevant Claims are: 8, 10, 11 and others. Basing ad display based upon program selection comparisons, time is no different than selecting a URL in a browser or Keyword in a search engine. Whether streaming content, a cable TV network or the internet or both, both are electronic communication networks.

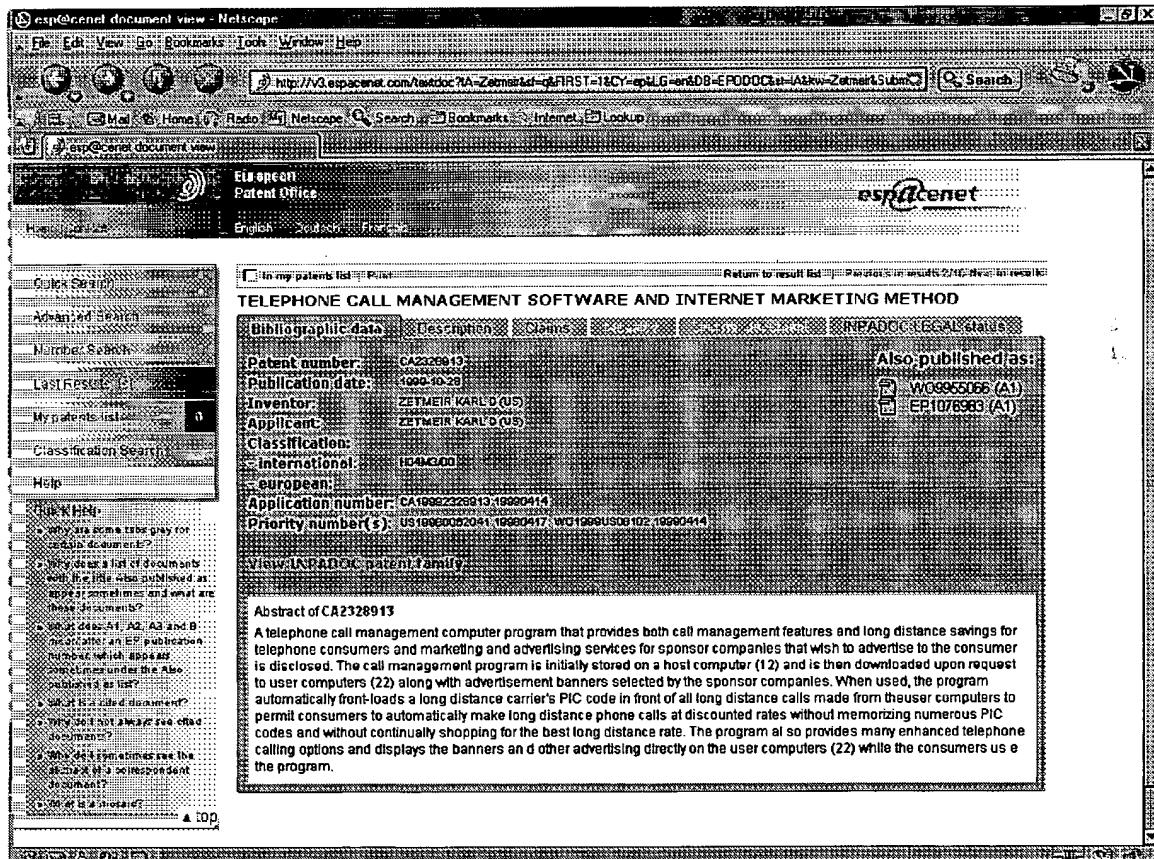
This is referred to as "pull" advertising as a voluntary action (channel or content selection) on the part of a user interacts with a pre-established client database and a targeted ad is displayed.

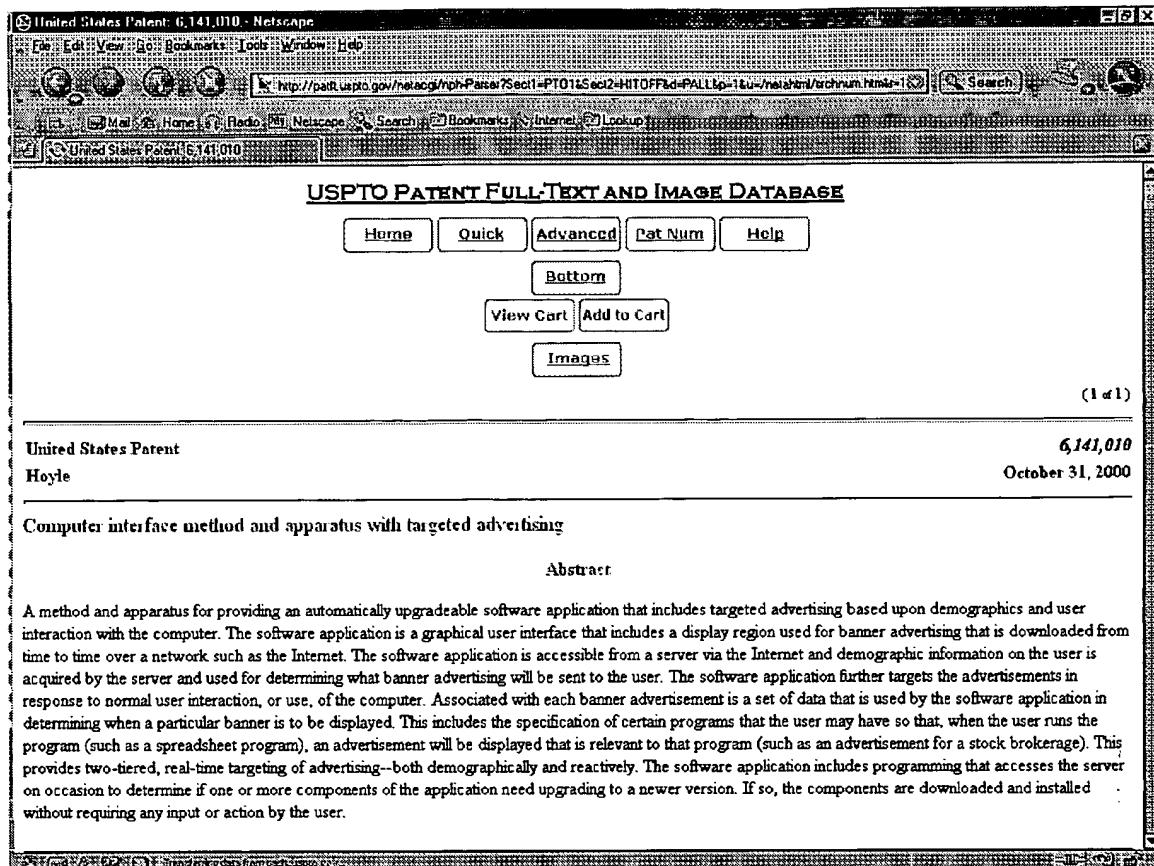
I am objecting to this patent filing, as it is neither novel nor unique. It is of particular note that no prior art was submitted with this filing correlating to the internet and only some vague references to server profiling systems. The filers are correct that a targeted system based on program selection, URLs or keywords is more accurate and excels in its ability to deliver "relevant" ads at the exact moment of interest. However, the filers did not include the following references:

1. US Patent 6,141,010 ... similar technology
2. Gator.com (recently changed to Claria.com) has been marketing such a system since 1998 or 1999
3. WO9955066 (A1) or EP1076983 (A1) ... similar technology

There may be more prior art preceding the 3/19/2001 filing.

I believe the Examiner should look very closely at the Claims made and judge accordingly.





Claria - Corporate Overview - Overview - Netscape

File Edit View Bookmarks Tools Window Help

http://www.claria.com/corporateinfo/ Search

Mail Home Radio MI Netscape Search Bookmarks Internet Lookup Address Book Help

Claria - Corporate Overview - Overview

CLARIA

CORPORATE OVERVIEW

Overview

Claria Corporation Overview
Claria Corporation is the leader in online behavioral marketing, serving over 38 million consumers and more than 300 Advertisers – including over 80 Fortune 1000 companies. Claria publishes advertising messages for top tier companies and agencies to consumers who are part of the GAIN Network, Claria's network of over 38 million consumers who agree to receive advertising based on their actual online behavior.

Unlike traditional demographic targeting, Claria's behavioral marketing model combines powerful insights into consumer behavior and the ability to deliver contextually targeted messages. The relevancy of the messages drives click-through and conversion rates up to 40 times higher than traditional banner ads – boosting campaign results to unprecedented levels. The difference is Claria's deep insights into consumer online behavior. Claria allows advertisers to target consumers based on their individual needs and interests resulting in industry-leading ROI, not mass demographically targeted Web site populations.

In addition to its advertising network, Claria provides marketing research and business insights through its Feedback Research division. Feedback Research delivers in-depth analytics of consumer Web usage patterns across the entire Internet that cannot be attained via any other research provider. It also provides full service custom marketing research to Fortune 1000 clients. With exclusive access to the GAIN Network's 38 million consumers, Feedback Research surveys hard-to-reach consumers, based on their individual online behavior, quickly and cost-effectively.

History
Claria was founded in 1998 as The Gator Corporation to deliver the promise of one-to-one marketing on the Internet. The guiding vision was to develop a massive consumer audience by offering valuable web/software content for free in exchange for the right to show highly targeted advertising based on consumers' anonymous surfing behavior. Launched in June 1999, the Gator eWallet was the company's first free ad-supported software product, and it quickly grew to become the most popular product in its category.

By November 1999, Claria had revolutionized the online advertising industry by introducing its contextual and behavioral relevant online advertising model. This new advertising method resulted in unparalleled ROI for advertisers.

Claria headquarters are located in Redwood City, California, with U.S. offices in Los Angeles, Chicago, New York, Detroit, Austin, and International offices in the U.K. and Asia. Claria is backed by top-tier venture capitalists such as Greylock, Technology Crossover Ventures, U.S. Venture Partners, Investor AB, and Crosslink Capital.